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Not Your Daddy's Doctor's Office

On October 22, 2012 in Health & Wellness by General Editor

By Teresa Cliff

Rocky Mountain Vein Institute Clinic Services Manager, Pueblo Clinic Manager

As Clinic Services Manager and Pueblo Clinic Manager of Rocky Mountain Vein Institute (RMVI), I've noticed a profound and striking difference between RMVI's way of relating to their patients -- and "traditional" patient treatment.

Prior to RMVI, I found most medical offices the same: You walk in, glass surrounds a receptionist, you wait for someone to open and greet you. Most of the time there was no friendly greeting; just a person that told you to "sign in and have a seat." The offices were bland and little thought was put into the patient's comfort.

Here at RMVI we have worked hard to stand out, to create the opposite patient experience. When our patients walk through the door, they are greeted with warmth and friendship. Instead of a waiting room, we engage with our patients like family friends, which involves conversation, warmth and caring. Our RMVI lounge is comfortable and inviting because that's how you treat those you care about. Refreshments, reading materials, a television and music are part of the experience.

We don't think it's too much to present a spa-like treatment because everyone feels good when generosity, warmth and welcome are involved.

That experience does not stop at the lounge, however. RMVI offers some of the most accredited and industry celebrated diagnostic staff, medical assistants, and providers in the industry. Genuine care is demonstrated to all patients throughout their RMVI experience -- beyond treatment and recovery -- because that's the RMVI way.

Wellness includes the entire person and that person's family. Mind, body and spirit are at the center of the RMVI vision and we strive to always be friendly, inviting, and thoughtful because that's the right thing to do.

This may not be every medical facility's mission, but it is the one that Rocky Mountain Vein Institute adopts and continues to improve upon. Critics might argue that it's not the best business model. I have a background in banking operations and I can appreciate that view.

But our patients are the ones who need our help, who come to use for answers and wellness, and who learn, throughout their RMVI experience, that we are not focused on business models. We are focused on them.

Stop into our new Riverwalk location. See what we mean when we talk about the RMVI vision. It is community inclusive, whole-patient focused and we feel lucky to keep seeing the results of our efforts -- patients who become our friends.



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